

**WE CLAIM:**

1. A method for providing location based information to a mobile station in communication with a cellular wireless system, the method comprising the steps of:

receiving a position of the mobile station and a service identifier;

associating a provider-defined region with the position of the mobile station and with the

5 service identifier; and

retrieving the location based information, wherein the location based information is associated with the provider-defined region.

2. A computer readable medium having stored therein instructions for causing a central processing unit to execute the method of Claim 1.

3. The method of Claim 1 wherein the associating step comprises the steps of:  
ascertaining a zone layer for the service identifier, wherein the zone layer is a categorization of zones for the service identifier;

5 selecting a zone from the zone layer, wherein the zone corresponds to the position of the mobile station; and

determining the provider-defined region that encompasses the zone.

4. The method of Claim 1 wherein the receiving step comprises the steps of:  
associating a level of granularity with the service identifier; and  
based on the service identifier, instructing the cellular wireless system to determine the  
position of the mobile station at the associated level of granularity.

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5. The method of Claim 4 wherein the instructing step comprises the steps of:  
determining whether the level of granularity is a low level of granularity; and  
when the level of granularity is the low level of granularity, assigning a cell identifier as  
the position of the mobile station.

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6. The method of Claim 4 wherein the instructing step comprises the steps of:  
determining whether the level of granularity is a high level of granularity; and  
when the level of granularity is the high level of granularity, instructing position  
determining equipment to provide the position of the mobile station.

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7. The method of Claim 1 wherein the receiving step comprises the step of:  
receiving global positioning system coordinates from the mobile station, wherein the  
coordinates represent the position of the mobile system.

8. The method of Claim 1 wherein the determining step comprises the steps of:  
mapping the provider-defined region to a universal resource locator;  
transmitting a request for the location based information to the universal resource locator;

and

5 receiving a response containing the location based information from the universal  
resource locator.

9. The method of Claim 8 further comprising the steps of:

associating a surrogate identifier with the mobile station, wherein the request includes the  
surrogate identifier but no other identifier for the mobile station;

determining whether the response contains the surrogate identifier; and

5 when the response contains the surrogate identifier, associating the location based  
information with the mobile station.

10. The method of Claim 1 wherein the determining step comprises the step of:

reading the location based information from a database entry, wherein the database entry  
is associated with the provider-defined region.

11. The method of Claim 1 further comprising the step of:

providing the location based information associated with the provider-defined region to  
the mobile station.

12. A system for providing location based information to a mobile station in communication with a cellular wireless system, comprising:

a switch;

position determining equipment; and

5 a computer connected to the switch and to the position determining equipment, wherein the computer runs a program that performs the steps of:

Sub B1  
receiving a request for the location based information from the switch, wherein the request includes a service identifier;

10 obtaining a position of the mobile station from the position determining equipment;

associating a provider-defined region with the position of the mobile station and with the service identifier;

retrieving the location based information associated with the provider-defined region; and

15 providing the location based information to the switch for forwarding to the mobile station.

13. A method for providing location based information to a mobile station in communication with a cellular wireless system, the method comprising the steps of:

receiving a service identifier;

associating a level of granularity with the service identifier;

5        instructing the cellular wireless system to determine a position of the mobile station at the associated level of granularity;

Sub B1        associating a zone layer with the service identifier, wherein the zone layer is a categorization of zones for the service identifier;

10        selecting a zone from the zone layer, wherein the zone corresponds to the position of the mobile station;

determining a provider-defined region that encompasses the zone;

mapping the provider-defined region to a universal resource locator;

transmitting a request for the location based information to the universal resource locator;

15        receiving a response containing the location based information from the universal resource locator; and

providing the location based information to the mobile station.

14. A computer readable medium having stored therein instructions for causing a central processing unit to execute the method of Claim 13.